



# EMBRACE CHINA: SUMMER CULTURAL IMMERSION IN SHANGHAI

## I. Programme Overview

The **Embrace China** Programme, scheduled to be held in Shanghai in 2024, is a meticulously curated two-week programme meticulously designed to provide students with an immersive understanding of Chinese culture, language, and business dynamics. This programme is crafted based on the **Experiential Learning Theory**. Through a diverse array of activities including Mandarin language fundamentals, corporate site visits, day excursions, and Food culture experience, participants will delve deeply into China's societal, historical, and commercial facets.

The standout features of this summer camp lie in its diverse teaching methodologies and emphasis on experiential learning. Firstly, the Mandarin language courses focus on language proficiency and emphasize practical application, enabling students to utilise their skills in real-life scenarios. Secondly, the corporate visits aim not merely to observe but to immerse students in the intricacies of the Chinese business environment, facilitating interaction with industry experts and broadening perspectives. Furthermore, the day excursions and culinary experiences immerse students in the daily life of Chinese culture, allowing them to experience and comprehend the fusion of traditional and modern Chinese living.

The entire programme, enriched with vibrant activities and comprehensive course designs, offers students a comprehensive, in-depth, and vivid experience of Chinese culture. These highlights not only ignite students' interest in Chinese culture but also establish a solid foundation for their future academic and career development.



## II. Programme Highlights

**Digitally Proficient Programme Team:** Our project team operates in a digitally advanced manner, boasting twelve years of experience in managing international exchange programmes.

**Experienced Teaching Team:** All instructors are experienced and possess qualifications for teaching Chinese to foreigners.

**Online Learning Platform:** Each student will have an independent account on the online learning platform, accessible for up to six months after returning to Italy.

**Corporate Visits:** Immerse China's business landscape by visiting quintessential Chinese enterprises, offering students a first-hand understanding of the country's commercial landscape.

**Small Class Sizes:** Ensuring a high-quality learning experience with each class accommodating no more than 10 students.

**Experiential Learning Approach:** Encouraging experiential learning, the program is crafted to allow students to create their own overseas learning and living experiences through a blend of courses, activities, practical sessions, and immersive visits.



### III. Programme Itinerary

#### Day 1-2: Orientation and Adaptation

- Airport reception, accommodation arrangement, and programme orientation.
- Basic Mandarin classes and cultural adaptation training.
- Museum visits to explore Chinese history.

#### Day 3-5: Mandarin Classes and Cultural Exploration

- Intensive Mandarin language learning sessions.
- Exploration of Shanghai's culture and history, visiting iconic landmarks.
- Guided tours provide a meaningful opportunity for cultural immersion and first-hand exposure to China's vibrant heritage and modernity.

#### Day 6-9: Corporate Visits and Day Trips

- Day trips to nearby scenic spots like water towns.
- Participation in traditional craftsmanship workshops.
- Corporate visits to local enterprises, understanding Chinese business culture.
- Interaction and discussions with company representatives.

#### Day 10-12: Language Practice and Cultural Integration

- Sampling local delicacies, understanding food culture, and traditions.
- Utilise language learned during the program in practical settings, reinforcing Mandarin skills through interactions with locals, menu deciphering, and engaging in everyday conversations, aiding in language proficiency.
- By combining language practice with food experiences, participants immerse themselves in a holistic cultural setting, bridging language, traditions, and customs, fostering a more profound appreciation for Chinese culture.

#### Day 13-14: Culmination and Farewell

- Showcasing acquired knowledge and experiences.
- Final cultural exchange activities and a farewell banquet.

#### Day 15: Safe return



## IV. Costing & Services

### The programme fee encompasses:

- Accommodation expenses
- Meal costs (Half board: breakfast and either lunch or dinner. Lunch and dinner are not included in the day excursions)
- Activity and attraction tickets
- Professional educational charges
- Language course materials fee and online platform usage fee
- Airport transfers
- Unlimited Metro Pass
- Round-the-clock student support services

### Service Inclusions:

- Experienced tutors and guides proficient in English throughout the programme.
- Organisation of comprehensive cultural experiences and educational sessions.
- Ensuring a safe and comfortable accommodation environment.
- 24/7 availability for emergency contact to ensure student safety and well-being.

## V. Programme Details

### Company Visit



#### Eastday

Eastday is a prominent online news portal in China, that delivers comprehensive coverage of current events, culture, and entertainment. It serves as a vital platform for domestic and international news, ensuring timely and accurate information for its audience.

#### Bilibili

Bilibili is a leading Chinese video-sharing platform renowned for its diverse content, including anime, gaming, and user-generated videos. It has a vibrant community and offers interactive features, making it popular among Chinese youth.



#### iFlytek

iFlytek is a major AI technology company specializing in speech recognition, natural language processing, and artificial intelligence-driven applications. It's recognized for innovative solutions in language and AI technology.



### **SAIC-GM Experience Center**

The SAIC-GM Experience Center in Shanghai is an automotive facility offering an immersive experience in the world of automobiles. It showcases the latest automotive technologies and innovations.

### **Tesla GIGA Museum Shanghai**

Tesla GIGA Museum in Shanghai showcases the brand's innovations and technological advancements in the electric vehicle industry. It provides insights into Tesla's vision and production processes.



### **SenseTime Shanghai**



SenseTime in Shanghai is an AI company specialising in computer vision and deep learning technologies. It's a pioneer in AI-driven solutions across various industries.

*Please note that the final visit to any of these companies will be confirmed after negotiations with each respective company to ascertain their availability and reception arrangements.*

## Cultural & Practical Activities

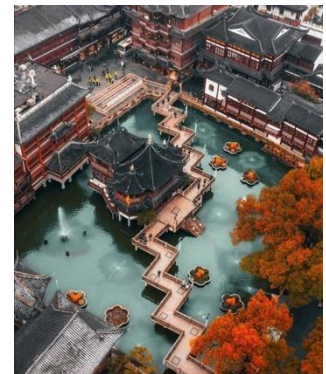


### **Guided Tour of the Bund and Lujiazui Financial Center**

Explore the iconic Bund and Lujiazui's towering financial buildings with a guided tour, experiencing Shanghai's historical and modern architectural contrasts.

### **Guided Tour of Yu Garden (Yuyuan)**

Immerse yourself in the beauty of Yu Garden with a guided tour, discovering traditional Chinese architecture, serene landscapes, and historical significance.



### **Huangpu River Night Cruise**

Enjoy a scenic night cruise along the Huangpu River, witnessing Shanghai's illuminated skyline and iconic landmarks under the shimmering night sky.



### **Day Trip to Zhujiajiao**

Embark on a day trip to Zhujiajiao, an ancient water town, experiencing its quaint canals, traditional architecture, and rich cultural heritage.

## Day Trip to Guangfulin Site of Ancient Culture

Explore Guangfulin on a day trip, discovering its historical relics, archaeological sites, and insights into ancient civilizations.

## Chinese Calligraphy Workshop

Engage in a Chinese calligraphy session, learning the art of brushwork and characters, and gaining insight into this ancient and revered form of expression.



## Chinese Table

This activity allows students to dine with residents, fostering exchange and cultural integration. Students will join locals for traditional meals, listen to their stories, and enhance cross-cultural understanding and interaction between East and West.

## Best Food Review

Participants delve into local cuisines, tasting and reviewing various dishes, and articulating their experiences in Mandarin through food reviews.

## Best Buyer

Engage in a simulation where participants act as buyers, practising negotiation skills and communication in Mandarin to determine the best deals.

## Who Gets the Most Information

An interactive language activity encourages participants to gather information by interacting with locals and practising language skills to gather facts and details effectively.





## VI. Suggested Schedule

Our programme is designed to be highly adaptable to your unique needs. Whether you need a specific focus on content or a shorter/longer duration, we have the flexibility to deliver a tailored experience that meets your requirements. Allow us to create a personalised program that exceeds your expectations. Below, you can find a suggested schedule for a two-week programme.

EMBRACE CHINA: SUMMER CULTURAL IMMERSION IN SHANGHAI AGENDA		
Day 1	09:00-19:00	Airport Pickup Accommodation arrangement
	19:00-21:00	Welcome Dinner
Day 2	09:00-10:00	Opening Ceremony
	10:00-12:00	Chinese Lessons
	12:00-13:30	Chinese Table (lunch)
	14:30-15:30	Chinese Lesson
	16:00-18:00	Guided Tour: Bund & Lujiazui Financial Center
	18:00-19:00	Self-arranged Dinner
Day 3	10:00-12:00	Chinese Lessons
	12:00-13:30	Chinese Table (lunch)
	14:00-15:00	Chinese Lesson
	15:30-17:00	Shanghai History Museum Visit
	18:00-19:00	Self-arranged Dinner
Day 4	10:00-12:00	Chinese Lessons
	12:00-13:30	Chinese Table (lunch)

	14:00-15:00	Chinese Lesson
	15:30-17:00	Chinese Calligraphy Workshop
	18:00-19:00	Self-arranged Dinner
Day 5	10:00-18:00	Day Excursion-Zhujiajiao Water Town Practical Activity:Best Buyer Packed Lunch
	18:00-19:00	Self-arranged Dinner
Day 6	10:00-18:00	Shanghai City Walk Packed Lunch
	18:00-19:00	Self-arranged Dinner
Day 7	09:00-12:00	Chinese Lessons
	12:00-13:30	Lunch
	14:30-17:00	Company Visit
	18:00-19:00	Self-arranged Dinner
Day 8	10:00-12:00	Chinese Lessons
	12:00-13:30	Chinese Table (lunch)
	14:30-15:30	Chinese Lesson
	18:00-20:00	Huangpu River Night Cruise Self-arranged Dinner
Day 9	09:00-12:00	Company Visit Packed Lunch
	14:00-17:00	Chinese Lessons
	18:00-19:00	Self-arranged Dinner
Day 10	10:00-12:00	Chinese Lessons
	12:00-13:30	Chinese Table (lunch)
	14:30-15:30	Chinese Lesson
	16:00-18:00	Guided Tour: Yu Garden (Yu Yuan)
	18:00-19:00	Self-arranged Dinner
Day 11	10:00-12:00	Chinese Lessons
	12:00-13:30	Chinese Table (lunch)
	14:30-15:30	Chinese Lesson
	15:30-18:00	Practical Activity: Best Food Review
	18:00-19:00	Self-arranged Dinner

Day 12	10:00-18:00	Day Excursion- Guangfulin Site of Ancient Culture Practical Activity: Who gets the most information Packed Lunch
	18:00-19:00	Self-arranged Dinner
Day 13	09:00-12:00	Chinese Lessons
	12:00-13:30	Lunch
	15:00-17:00	Presentations & Feedback
	18:00-19:00	Self-arranged Dinner
Day 14	10:00-12:00	Graduation Ceremony
	12:00-14:00	Self-arranged Lunch
	14:00-18:00	Free Afternoon
	18:00-20:00	Farewell Hotpot
Day 15	09:00-19:00	Check out Airport Drop-off